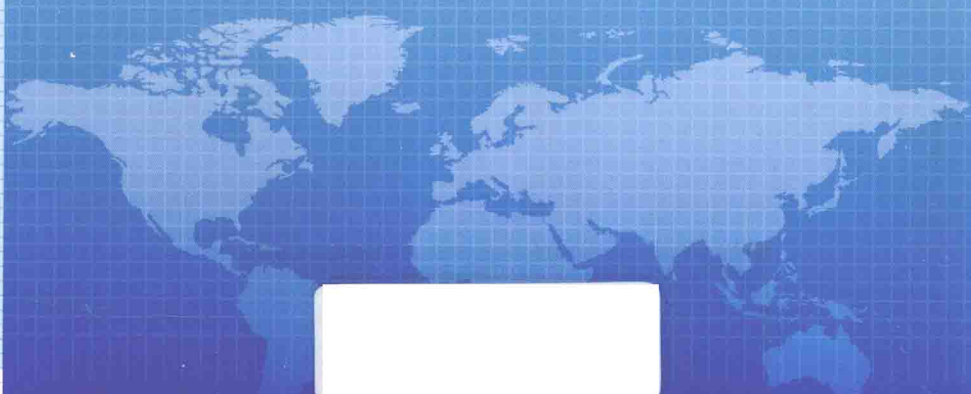


示范性高等院校应用型规划教材

旅游与酒店管理专业

旅游职业英语

English for Tourism and Hospitality



听力录音、习题答案与听力录音原文
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TOURISM ENGLISH

主 编/赵艳霞 副主编/李志叶
参 编/刘 莎 江文国



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内 容 提 要

本书共分14个单元,每个单元由8部分组成:学习合同以表格形式列出了本单元的知识目标 and 能力目标,起始部分引出与本单元主题相关的词汇、讨论问题和句型等,听说部分设计了形式多样的听力和口语练习,阅读部分包括行业礼仪、业务知识等,职场技巧介绍了旅游行业的背景知识、服务礼仪和服务程序等,写作部分为旅游行业实用性写作的技巧和操练,自我评估表用于学习者自测以评估是否实现了本单元的学习目标,生词和短语列出了本单元的新单词和短语。

本书可供旅游专业的学生使用,也可供其他相关人员使用。

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前言

在教育国际化和全球经济一体化发展的背景下,世界各国之间的交往越来越频繁。英语作为国际交往中的主要语言,其重要性也越来越明显。对于旅游行业相关专业的学生来说,良好的英语能力是其职业发展的基础。为此,编者遵循以就业为导向、以职业能力为本位、以岗位标准和职业能力为依据的原则,将行业知识和职业技能相结合,开发编写了本教材。

教材内容

本书针对旅游行业工作领域的典型工作过程并立足于旅游行业活动的典型工作任务来设计教学情境,以活动为载体实现行业英语的知识目标、技能目标和情感目标,力图通过设计典型性实训项目来提高学生的职业素养和职场交际能力。本书的内容设置符合能力培养目标要求,职业针对性强,能充分发挥学生的主体作用。本书可供全国职业院校旅游相关专业使用,也适合酒店、导游行业企业职业培训和读者自学。

本书共分14个单元,每个单元由8部分组成,分别是学习合同(Learning Contract)、起始部分(Starter)、听说部分(Listening and Speaking)、阅读部分(Reading)、职场技巧(Field Tips)、写作部分(Writing)、自我评估表(Self-Evaluation Form)以及生词和短语(New Words & Expressions)。学习合同以表格形式列出了本单元的知识目标和能力目标,起始部分以趣味形式引出与本单元主题相关的词汇、讨论问题和句型等,听说部分设计了形式多样的听力和口语练习以提高学生的听说能力,阅读部分包括行业礼仪、业务知识等内容,职场技巧介绍了旅游行业的背景知识、服务礼仪和服务程序等,写作部分为旅游行业实用性写作的技巧和操练,自我评估表用于学生评估自己是否实现了本单元的学习目标,生词和短语列出了本单元的新单词和短语。

教材特色

本书是在广泛调研和多年教学实践的基础上编写而成的。其编写特色主要表现在以下几个方面。

1. 符合《高等职业教育英语课程教学要求》,以职场交际为目标,以应用为目的,培养学生实际应用英语的能力。

2. 根据旅游服务相关行业使用的职业英语主要涉及听说活动的特点,突出听说能力的培养,以听说为先导培养学生的综合职业语言能力,内容编写注重输入与输出能力的均衡发展,并着重培养学生的实用职业技能。

3. 在对企业和从业人员调研的基础上,以培养旅游服务相关行业从业人员的三大技能为重点,包括:①基本的职业素养,如如何建立良好的第一印象,如何与客人进行电话

联系等；②相关工作场景中功能语言的掌握，含核心词汇、句型和交际型话语等；③中外文化差异知识和行业知识的学习，如跨文化沟通技巧、旅游服务相关的文化差异和服务礼仪等。

4. 注重语言的循环出现，同样的词汇、句型和交际型话语在不同形式的练习中反复操练，不断深化。

5. 本书采用双色印刷并配有大量反映旅游英语场景的图片。这种呈现形式可以对学生产生视觉上的冲击，加深其对学习内容的理解和记忆。

编写队伍

本书编者均来自浙江商业职业技术学院，其中赵艳霞担任主编并负责编写第一至第三单元，李志叶担任副主编并负责编写第四、第五、第十和第十一单元，刘莎负责编写第六至第九单元，江文国负责编写第十二至第十四单元。李全福教授主审了本书书稿，金筱艳副教授制定了本书的编写大纲，瞿葆副教授和熊媛老师为本书的编写提出了许多有益的建议和意见。对于以上老师的大力支持和帮助本书编者深表谢意。

作为对英语教学改革有益尝试，本书的编写将进一步推动公共英语教学改革，为行业英语教学提供新的素材和教学选择。但由于旅游职业英语所涉及的内容非常广泛且不断发展，同时受编者时间和知识所限，书中疏漏之处在所难免，敬请各位专家和读者不吝指正。

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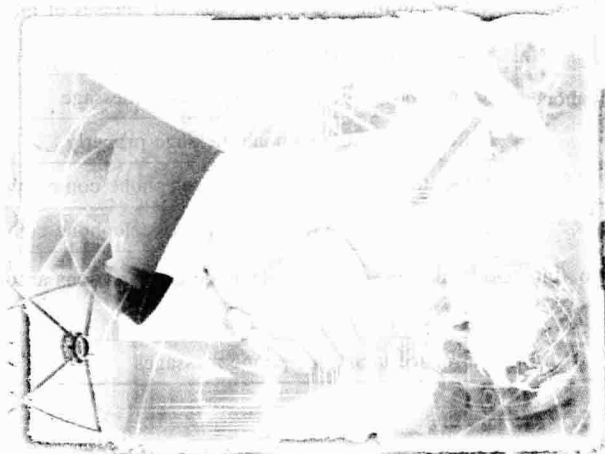
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Module One

Making a Great First Impression





Unit One

Hello! This is ...

Learning Contract

I _____ promise to achieve the following objectives in this unit.

Learning Objectives (general)	Learning Objectives (specific, those marked with * are the must)
Get familiar with the basic vocabulary and useful sentence patterns on making phone calls	* Get to know various telephone situations, such as wrong number, message taking and a guest's complaint
	* Get familiar with key words and phrases of making phone calls
Master the skills of telephone communication	* Learn about telephone etiquette
	Learn about basic parts of telephone message
	* Learn to take telephone message properly
Apply what you learned to finish the tasks as required	* Get to know the field tips; telephone communication
	* Listen to and understand various telephone conversations
	* Make role-play on telephone conversations according to the given situations
	* Practice taking telephone messages

Student's Signature

Teacher's Signature

Date

I Starter

First Impressions Quiz. Please decide whether the following sentences are T (true) or F (false), not as you wish you did, but as you currently do.

Meeting people for the first time, you have the opportunity to make a strong and good first impression — as well as a bad one. First impressions are important because lots of people take them as a foundation for making a judgment of a person's character, attitude, and abilities. Do you make a great first impression? Take the quiz and find out!

1) () I clearly introduce myself when meeting new people.

- 2) () I actively listen and engage other people in conversation about them.
- 3) () I avoid making jokes or using improper humor.
- 4) () I learn people's names and make certain to use their names when talking to them.
- 5) () I speak clearly my words so people can easily understand me.
- 6) () I avoid talking about controversial issues, such as politics, religion, or sex.
- 7) () I am confident in my appearance and attitude.
- 8) () I avoid talking negatively about my job, boss, or company.
- 9) () I look for connections — common ground and interests — with the people I meet.
- 10) () I come prepared with business (or networking) cards and copies of my resume.
- 11) () I don't ask people I've just met to find me a new job.
- 12) () Before an interview, I prepare by developing responses to typical interview questions.
- 13) () I always research the company so that I can show that knowledge in the interview.
- 14) () I realize that I need to make a good impression on everyone I meet in the organization not just the person who interviews me.
- 15) () For my interviews, I dress for success, wearing appropriate clothing.
- 16) () I end the interview with confidence, thanking the interviewer for his/her time, and asking about the next step in the process.
- 17) () I always try and have a positive attitude at work.
- 18) () I listen first, then talk.
- 19) () I am a self-starter and take initiative in trying new things.
- 20) () I have a strong attendance record with my current employer.
- 21) () I use my work phone and e-mail only for work-related communications.
- 22) () I avoid spending time with the gossips.
- 23) () In meetings, I always try to listen before jumping in with my opinions.
- 24) () If I don't know the answer to something, I am not afraid to ask for help.
- 25) () I show my appreciation to those who help me perform better.

Scoring: Give yourself 4 points for every true response and 1 point for every false response.

80 – 100 points

You know how to make a good first impression! By understanding how others may judge you, you are well on your way to not only managing first impressions, but also building a great reputation.

60 – 79 points

You are definitely doing some good things in trying to make a strong first impression,

but you are not doing nearly enough to stand out from other job-seekers or co-workers. You should review the questions in the quiz and make adjustments so that you can create a stronger first impression.

Under 60 points

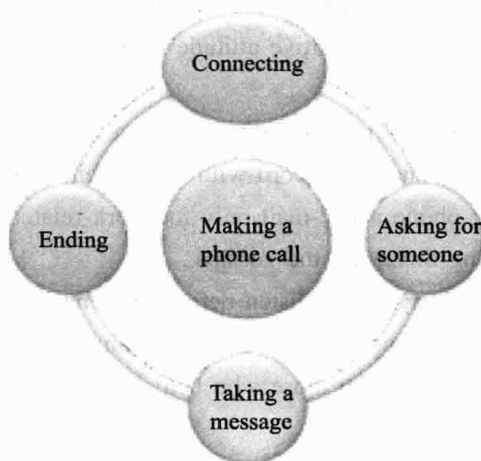
You are basically failing to make a good first impression. Does it take you longer to find a new job or get promoted? The problem may be that you are not doing enough to make a strong first impression — which then leads to a poor reputation. Review the questions in this quiz and make an effort to change your ways and improve the impression you make on others.

Source: http://www.quintcareers.com/first_impressions_quiz.html

II Listening and Speaking

1. Warm-up.

(1) Brainstorming: What expressions will be used in making a phone call?



(2) Match the telephone phrases to the best responses.

- | | |
|--|--------------------------------------|
| 1) May I have your name please? | a. Sorry. I'll try to reconnect you. |
| 2) I am afraid the line is busy. | b. I'll put you through. |
| 3) Could you spell your family name, please? | c. It's OK. I'll hold. |
| 4) Can I have extension 8333, please? | d. It's OK. I'll phone back later. |
| 5) Good morning, sir. | e. Yes, it's David Johnson. |
| 6) Could you tell Rita that I called? | f. Yes, it's Roger. R-o-g-e-r. |
| 7) I am afraid he isn't in the office at the moment. | g. Hello. |

8) It's James Will again for Ann Wilson West. We were cut off.

h. Yes, of course. I'll give her your message.

2. Listening.

(1) **First listening:** Listen to the four dialogues and choose sentences you heard.

- | | |
|--|--|
| A. Just a moment, please. | B. May I ask who is speaking? |
| C. Who is calling? | D. What number are you trying to dial? |
| E. I would like to talk to Jack. | F. You must have the wrong number. |
| G. Could I speak to Mr. Brain? | H. What can I do for you? |
| I. I am afraid the line is busy. | J. I'll put you through. |
| K. Could I take a message for you? | L. I am sorry to have bothered you. |
| M. I wonder if you could give Mr. Carter a message for me. | |
| N. Good morning, Windsor Hotel. May I help you? | |

(2) **Second listening:** Listen again and choose the right answer.

- A. The caller leaves a message.
 B. The switchboard operator transfers the call for the caller.
 C. The caller makes a complaint.
 D. The caller gets the wrong number.

Call 1: _____ Call 2: _____ Call 3: _____ Call 4: _____

(3) **Final listening:** Listen for the last time and fill in the table with the proper telephone phrases you catch from the dialogues.

1) Making contact	2) Introducing yourself
Hello	This is Luna
Good morning	My name's Elena Luna
Good afternoon	Here is Luna
3) Asking for someone	4) Connecting someone
Is Jack in	I'll connect you now/I am connecting you now
Could I have extension 321	Thank you for holding
(Dialogue 1)	The line is free now
(Dialogue 2)	(Dialogue 3)
5) Asking the caller to wait	6) The caller has the wrong number
Can you hold the line	Are you sure you have the right number
Can you hold on a moment	I'm afraid you have the wrong number
Hold the line, please	Maybe you have the wrong number
(Dialogue 1)	(Dialogue 2)
(Dialogue 3)	(Dialogue 2)

(continued)

7) Taking a message	8) Ending a telephone call
Could/Can/May I take a message	Bye-bye
What's your number, please	Goodbye
Could you give me your name please	(Dialogue 1)
(Dialogue 4)	(Dialogue 3)

3. Speaking.

(1) Fill in the blanks with the most suitable words or phrases in the list.

answer phone/answering machine	phone book/directory
ring	busy/engaged
bill	charge
	bad line
	wrong

- 1) If you don't know his number, why don't you look it up in the _____?
- 2) The phone's _____. Would somebody answer it, please?
- 3) I called you a while ago, but your line was _____.
- 4) The telephone _____ has been increased.
- 5) I left her a message on the _____, but she didn't call me back.
- 6) Our telephone _____ was enormous last month. I had to call abroad several times, so it is not a big surprise.
- 7) I'm sorry, it's a _____. I can't hear you very well.
- 8) Sorry, you have the _____ number.

(2) Complete the sentences with the most suitable phrasal verb.

pick... up	hold on	put...through	call/ring... back
speak up	look up	hung up	get through
put... on	cut off		

- 1) —The phone's ringing.
—I'll _____ it _____.
- 2) Sorry, I've got to go now. I'll _____ you _____ later.
- 3) —Could I speak to Mr. Barrington, please?
—I'll _____ you _____.
- 4) I tried to call you several times last night, but I couldn't _____. There must have been something wrong with the lines.
- 5) I was going to explain the details when suddenly we were _____.
- 6) Could you _____ for a moment? I'll check the figures for you.
- 7) Why don't you _____ his number in the directory?

- 8) I had waited for a couple of minutes but there was no answer, so I _____.
- 9) Could you _____ Harry _____ ? I'd like to talk to him as well.
- 10) Sorry, I can't hear you very well. Could you _____?

(3) Match the phrases or sentences to similar meanings.

- | | |
|----------------------------|---------------------------|
| 1) Is that all? | a. I'll put you through. |
| 2) I'm ready. | b. Who's calling, please? |
| 3) I'll connect you. | c. Anything else? |
| 4) ... speaking. | d. The line's busy. |
| 5) Could I have your name? | e. Go ahead. |
| 6) The line's engaged. | f. Hold on. |
| 7) One moment. | g. This is ... |

- (4) Role-play: Work in pairs. One is an operator in Grand Rivers Hotel. The other is the caller. Take turns to practice making phone calls according to the given situations. You may refer to telephone phrases in the tips or those you learned in the listening part.**

Situation A

The caller wants the operator to put him through to the Assistant Manager for information about Grand Rivers Hotel.

Situation B

The caller intends to contact his friend in a company but gets the wrong number.

Situation C

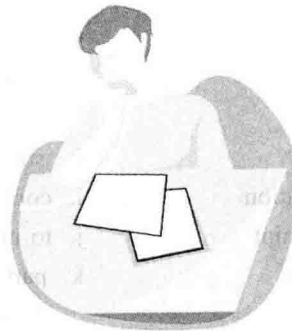
The caller calls to confirm appointment with the General Manager but he is in a meeting, so the operator offers to take a message.

Situation D

The caller tried to reach a guest in Grand Rivers Hotel but the line kept occupied, so he complains to the operator.

Tips: Useful Phrases in Making Phone Calls

- How can I help?
- Can/Could I speak to ..., please?
- Who's calling, please?
- Please hold.
- I'll just put you through.
- Who shall I say is calling?
- Just a second.
- I'll see if he's in.



III Reading

Telephone Etiquette: Some Dos and Don'ts

- All incoming calls should be answered in a timely manner. To be more specific, try to answer before the third ring.
- Greet the caller when you pick up the phone.
- Answer the phone with enthusiasm and friendliness and always be pleasant and polite.
- Speak clearly so the other person can understand your words.
- If you dial a number that is wrong, apologize politely and hang up.
- Do not eat or drink while on the phone.
- Hold the receiver not too far, nor too close.
- Let the other person finish what they want to say. Don't interrupt them.
- Make notes during a call—in case there is important information.
- Do not quarrel with a rude caller. Try to solve any problem peacefully or handle any situation in a calm, cool manner.
- If you must put the caller on hold, come back in a minute to let the caller know what's happening and they have not been forgotten. Offer to call them back so that they don't have to wait.

Source: http://www.essortment.com/all/telephoneetique_rbpa.htm

1. Vocabulary: Match the following words or phrases with the correct meanings.

- | | |
|------------------|--|
| 1) etiquette | a. power of sound |
| 2) incoming | b. an expression of dissatisfaction or resentment |
| 3) timely | c. stop (sb.) speaking |
| 4) enthusiasm | d. to deal with, manage or control (people, a situation, a machine, etc.) |
| 5) dial | e. making something clearer or easier to understand |
| 6) receiver | f. occurring at just the right time |
| 7) interrupt | g. formal rules of correct and polite behavior in society or among members of a profession |
| 8) handle | h. strong feeling of admiration or interest; great eagerness |
| 9) clarification | i. coming in, arriving |
| 10) complaint | j. to use a telephone to call (a number or telephone service) |
| 11) volume | k. part of an instrument that receives something, esp. the part of a telephone that receives the incoming sound and is held to the ear |

2. Work in pairs: Read the passage. Which do you think are the three most important rules of behavior for using the phone? Discuss your answer with your partner and give your reasons.
3. Read the passage again and decide whether the following statements are T (true) or F (false)?
- 1) () One should take the gum out of his/her mouth while answering a phone call.
 - 2) () If one didn't understand what the caller said, he/she should ask for clarification politely: "Say you are saying that..." or "If I understand you correctly, you mean to..."
 - 3) () One can pay no attention to complaints on the phone.
 - 4) () The caller should be treated with respect, politeness and enthusiasm.
 - 5) () If you have an urgent work to do, you can ignore a call.
 - 6) () A call should be answered with clear voice, controlling speed, tone and volume.
 - 7) () One may argue with problem callers if it is their fault.
 - 8) () Just hang up if one dials a wrong number and hears a greeting on the phone.

Field Tips: Telephone Communication

The customer's first contact with a hotel is often a telephone call. Their first impression of the hotel could depend entirely on how a hotel staff member conducts that telephone conversation. Effective telephone communication not only requires the ability to say the right words, but also the ability to project a positive image and to make a good first impression. While taking a phone call, always remember and keep the following rules. It really makes a difference to how the first impression of your hotel is formed.



Telephone rules

P = Pleasant Voice

O = Offering Help

L = Listen

I = Interest by Name

T = Take Notes

E = Efficient

IV

Writing

1. Warm-up: Make a list of all of the reasons why a person may not be able to answer a call.

- 1) She is out of the office.
- 2) He is on another line.
- 3) The boss is in a meeting.
- 4) The manager is on a business trip.
- 5) _____
- 6) _____
- 7) _____

2. Match the following words or phrases to its Chinese translations.

- | | |
|------------------------|----------|
| 1) To/For | a. 区号 |
| 2) From | b. 来拜访 |
| 3) Date | c. 留言人电话 |
| 4) Time | d. 留言时间 |
| 5) Area code | e. 留言日期 |
| 6) Extension | f. 请打电话给 |
| 7) Please call | g. 分机号码 |
| 8) Phone number | h. 交 |
| 9) Will call again | i. 将再次来电 |
| 10) Returned your call | j. 过后会回电 |
| 11) Will call back | k. 留言人 |
| 12) Came to see you | l. 备注 |
| 13) Wants to see you | m. 已回电话 |
| 14) Urgent | n. 留言内容 |
| 15) Message | o. 紧急电话 |
| 16) Signed | p. 想拜访您 |
| 17) Remarks | q. 签字 |

3. Read the telephone messages. Try to conclude what kind of information should be written in telephone messages and then fill in the blanks.

Telephone Message

To: Mr. Courtney
 From: Ms. Yang
 Date: 08-13, 2010
 Time: 4 P. M.
 Message: She wants to cancel the appointment with you tonight.
 Message received by Tina

Telephone Message

To: Mr. Brooks
 From: Ms. Black
 Date: July 1st, 2010
 Time: 10 A. M.
 Message: Please fax a copy of the contract to 0571-82930012.
 Message taken by Helen

PHONE MESSAGE

FROM: Mr. George Richter
 TO: Mr. Wang Li
 DATE: 12-08-2010
 TIME: 10: 15 (✓) A. M. () P. M.
 PHONE NUMBER: 15883681130
☐ Telephoned
☐ Wants to see you
☐ Will call again
☒ Returned your call
 MESSAGE: Your order will be ready Wednesday, this week.
 Signed by Rola

WHILE YOU WERE OUT

From: Mr. Adams
 To: Mr. Bob
 Date: Jan. 8
 Hour: 2:10 P. M.
 Phone Number: 8396-4112
☐ Will Call Back
☐ Want You to Call
☐ Call as Soon as Possible
☒ Left a Message
 Message: His CD player should have been read last week.
 Signed by Floria